

ELISE BLAHA

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EDUCATION

University of Southern California, Los Angeles, CA
B.S. Business Administration – Marketing

May 2007
GPA: 3.42

EDUCATIONAL HIGHLIGHTS

National Merit Scholar, Commended Student 2003
Dean's List (fall 03, spring 04, fall 04, spring 05, spring 06)

Alpha Lambda Delta Honor Society
Dean Scholarship Recipient

RELEVANT COURSES

New Product Development & Branding
Communication Strategy in Business
Advertising and Promotions Management

Marketing Analysis and Strategies
Internet Publishing Technologies
Fundamentals of Web Development

LEADERSHIP

Alpha Phi Sorority

Fall 2003 – May 2007

President (January 2005 – December 2005)

- Succeeded as manager of the daily operations of 130 member chapter
- Presided over weekly chapter meetings and executive board meetings
- Served as the chapter's primary representative to the university and international board
- Utilized conflict management skills daily

Director of Public Relations (January 2006 – present)

- Designed promotional pieces for the sorority

Helenes Community Service Organization

Spring 2004 – Spring 2006

RELEVANT WORK EXPERIENCE

Target Corporation, Sacramento, CA

June 2006 – August 2006

Executive In-store Intern

- Executed a project to increase Target Credit Card applications by 100%
- Managed team members to keep store in-stock and customer service friendly
- Completed extensive leadership training

James G. Elliott Company, Los Angeles, CA

January 2006 – April 2006

Marketing Intern

- Designed Media Kits for various magazines including *Yoga Journal* and *The American Scientist*
- Generated and compiled databases of potential advertisers
- Created the monthly classified ad layout for *The Rotarian* and *ABA Journal*

USC Admissions Office, Los Angeles, CA

January 2005 – May 2007

Communications Intern

- Served as contact for potential, denied and admitted USC students
- Organized school-wide events for potential and newly-admitted students

Allied Insurance, Sacramento, CA

June 2005 – August 2005

Claims Representative

- Developed personal organizational system to handle multiple claims at one time
- Interacted with adjusters, insurance agents and clients via. fax, email, phone and in person
- Evaluated and issued thousands of dollars worth of insurance coverage

Price-Entities, La Jolla, CA

May 2005 – June 2005

Real Estate Marketing Intern

- Performed extensive analysis to compare various commercial investments
- Provided consultation that was put into effect to better the company website
- Researched the marketing attempts of competing companies

SKILLS

Language: Basic Spanish

Computer Skills: Microsoft Excel, Outlook, Powerpoint, Word; Adobe Photoshop; Quark; Dreamweaver; HTML, Java Script